

MARIO CALABRESE

Content Marketing Expert

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I'm an expert in digital marketing and content management with experience in a variety of settings: from public to private, from universities to agencies, in Italy and abroad. I currently manage web content for the fashion and luxury industries.

WORK EXPERIENCE

Web Content Coordinator at Prada Group

Milan, November 2023 - In progress

Management, planning, and quality check of web content for the group's websites globally.

Web Coordinator at MSC Crociere

Naples, February 2022 - October 2023

International B2C website content management. Corporate content optimization in collaboration with various business units.

SEO/SEM & Web Content Specialist at BWH Hotel Group

Milan, July 2015 - February 2022

Web content creation and management, copywriting, PPC campaign management, data analysis, and reporting for clients.

EDUCATION

Master's Degree in Business and Public Communication

Università degli Studi Suor Orsola Benincasa, Naples, 2010-2013

Final grade: 110/110 with honors

Bachelor's Degree in Communication Studies

Università degli Studi Suor Orsola Benincasa, Naples, 2006 - 2010

Final Grade: 106

SKILLS

- Web content creation and management - currently using Adobe AEM
- Copywriting (microcopy and UX copywriting)
- Use of various platforms such as Photoshop, Contentsquare, Google services, Semrush, GPT Chat, Mailchimp, Office suite, Akeneo PIM, and Salesforce Commerce Cloud
- Editorial planning
- Online and offline communication management
- Training and public speaking

LANGUAGES

Italian: Native

English: Fluent (C1)

ADDITIONAL INFORMATION

2024: Course in AI, Management, and Communication at Il Sole 24 ORE.

2020: Copy42 WEB course on digital copywriting.

2015: Content Specialist for the Convocum agency in Seville (Da Vinci Programme).

2014/2015: Subject Expert in Marketing of Typical Products at UNISOB.

2013/2014: Communication and Events Management at the "A. Cardarelli" Biotechnology Center in Naples.